

## Phonathon Continues Growth in 1994

The Alumni Volunteer Phonathon continued to grow in 1994, raising nearly \$300,000 in unrestricted funds for the School of Law. The total dollars pledged represented an increase over the 1993 pledge total. This year calling began in the third week of March and concluded in the last week of April. For the previous seven years, the phonathon began in mid-April and ended the last week of June. A major consideration for the change was the traditionally slow month of June.

The average dollar amount each caller raised also increased—by 30 percent over last year. “The efforts of this year’s volunteers was phenomenal,” says David Carrera, director of the annual fund. “We enjoyed increases across the board. I am extremely proud of our volunteer achievements and extend sincere and heartfelt thanks to everyone who participated.” On average, a volunteer raises between \$1,000 and \$2,000 during an evening.

**John Isbister '77**, chair of the 1994 Law School Fund Board, raised nearly \$12,000 in one evening of calling. He summed up the 1994 effort, noting, “I was pleased with the results and especially appreciated the efforts of all the volunteers. As the single most important aspect of the Law School Fund, the phonathons need loyal alumni participants. Please give an evening next year and help us continue this great tradition that is so crucial to the financial well-being of the School of Law.”

The alumni phonathons kick off the annual Law School Fund campaign. If we haven’t yet reached you, we will be calling throughout the fall. Please remember the importance of your pledge when called.

Preparation for next year’s alumni volunteer phonathon began in June. Through partnerships with several area law firms, each firm will host an evening of phonathons for its employees who are alumni of the law school. The traditional alumni phonathons will follow at the School of Law and continue until an attempt is made to reach everyone. Please sign up for an evening of fun and phoning on behalf of the University of Maryland School of Law.



Ernie Trimble '48 checks his calendar while making calls for the phonathon.



Bruce Friedman '84 takes a moment to pose.



Jonathan Ahn '92 is hard at work raising funds for the law school.



John Isbister '77 volunteers a smile.



Keith Parris '86 cheerfully volunteered his time again during the 1994 phonathon.